



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Contract # 337253

Schedule Dates

10/18/12-10/24/12

Advertiser

Larry Kissell for Congress (9216)

Agency

Chao Strategy Message & Media (5389)

Product

Political - Federal Candidate (1067)

Brand

1774 CONGRESS (139852)

Salesperson

Telerep/Philadelphia, Philadelphia (1057)

Sales Office

Telerep/Philadelphia

Buyer Name

CERTO, MICHELE

Phone/Fax

/

CPE

259/271/1774

Account Types

National/Political

Billing Type

Standard

Comments

KISSELL FOR CONGRESS

***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered

10/17/12

Last Modified

10/17/12

Entered By

Jill Hipskind

CO-OP

No

Headline #

06379821

Demo

Order Type

Normal

Package Deal

Commission %

15.00

Commission

\$3,675.00

Net Total

\$20,825.00

Sales Tax

Charlotte (WSOC)

By Broadcast Month

Oct. 2012

Grand Total:

21

\$24,500.00

21

\$24,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	6P- 6:30P (EST)						1			1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWIT NWS 6	10/17/12
2.0	Normal Line / Spot	10/19/12-10/19/12	3	:30	7P- 7:30P (EST)						1			1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	REVISED RATE, INSIDE EDITION	10/17/12
3.0	Normal Line / Spot	10/19/12-10/19/12	4	:30	7A- 8A (EST)						1			1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	REVISED RATE, GD MRN AMR-ABC	10/17/12
4.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	11P- 11:35P (EST)		1							1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	REVISED RATE, EYE NWS	10/17/12
5.0	Normal Line / Spot	10/22/12-10/22/12	4	:30	6A- 7A (EST)		1							1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	REVISED RATE, EYE NWS DAYBRK	10/17/12
6.0	Normal Line / Spot	10/22/12-10/22/12	3	:30	7P- 7:30P (EST)		1							1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	REVISED RATE, EYE NWS EDITION	10/17/12
7.0	Normal Line / Spot	10/20/12-10/20/12	5	:30	7A- 8A (EST)						2			2	\$325.00	\$650.00	Charlotte (WSOC)	EYE NW SA MRN2	10/17/12
8.0	Normal Line / Spot	10/21/12-10/21/12	4	:30	11P- 11:35P (EST)							1		1	\$1,300.00	\$1,300.00	Charlotte (WSOC)	EYEWIT NWS 11<	10/17/12
9.0	Normal Line / Spot	10/21/12-10/21/12	5	:30	7A- 8A (EST)							1		1	\$300.00	\$300.00	Charlotte (WSOC)	EYE NW SU MRN2	10/17/12
10.0	Normal Line / Spot	10/18/12-10/18/12	4	:30	11P- 11:35P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/17/12
11.0	Normal Line / Spot	10/18/12-10/18/12	4	:30	6P- 6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWIT NWS 6	10/17/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser: _____ Date: _____ Accepted Station: _____ Date: _____ Comments: _____

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Bookend P/B Piggy Back

Bookend At: 11:29 AM on Wednesday, October 17 2012



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Chao Strategy Message & Media
Attn: Kissell
1322 G Street SE
Washington, DC 20003

Contract # 337253

Schedule Dates 10/18/12-10/24/12
Advertiser Larry Kissell for Congress (9216)
Agency Chao Strategy Message & Media (5389)
Product Political - Federal Candidate (1067)
Brand 1774 CONGRESS (139852)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name CERTO, MICHELE
Phone/Fax /
CPE 259/271/1774
Account Types National/Political
Billing Type Standard
Comments KISSELL FOR CONGRESS
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/17/12
Last Modified 10/17/12
Entered By Jill Hipskind
CO-OP No
Headline # 06379821
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,675.00
Net Total \$20,825.00
Sales Tax

Charlotte (WSOC)
By Broadcast Month
Oct. 2012
Grand Total:

Spots	21	Rate	\$24,500.00
	21		\$24,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / Spot	10/18/12-10/18/12	4	:30	6A- 7A (EST)					1				1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	REVISED RATE, EYE NWS DAYBRK	10/17/12
13.0	Normal Line / Spot	10/23/12-10/23/12	4	:30	6P- 6:30P (EST)			1						1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	EYEWIT NWS 6	10/17/12
14.0	Normal Line / Spot	10/23/12-10/23/12	4	:30	7A- 8A (EST)			1						1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	REVISED RATE, GD MNRN AMR-ABC	10/17/12
15.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	11P- 11:35P (EST)				1					1	\$1,200.00	\$1,200.00	Charlotte (WSOC)	EYEWIT NWS 11	10/17/12
16.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	6P- 6:30P (EST)				1					1	\$1,500.00	\$1,500.00	Charlotte (WSOC)	REVISED RATE, EYE NWS DAYBRK	10/17/12
17.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	6A- 7A (EST)				1					1	\$1,175.00	\$1,175.00	Charlotte (WSOC)	REVISED RATE, EYE NWS DAYBRK	10/17/12
18.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	7P- 7:30P (EST)				1					1	\$1,600.00	\$1,600.00	Charlotte (WSOC)	REVISED RATE, INSIDE EDITION	10/17/12
19.0	Normal Line / Spot	10/24/12-10/24/12	4	:30	7A- 8A (EST)				1					1	\$1,075.00	\$1,075.00	Charlotte (WSOC)	REVISED RATE, GD MNRN AMR-ABC	10/17/12
20.0	Normal Line / Spot	10/20/12-10/20/12	4	:30	11:30P- 12A (EST)							1		1	\$1,100.00	\$1,100.00	Charlotte (WSOC)	ADD, NEWS	10/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

Bookend P/B Piggy Back

Booked At: 11:29 AM on Wednesday, October 17 2012

REP HEADLINE# 6379821
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-225-4100 FAX# 610-225-1121
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM STATION OCT17/12 09.40
*** WSOC-TV ***

ADV # ADV. NAME POLI/L KISSELL/D/CON/NC REP. # OFF. # 220 SALESMAN #
AGY # AGY. NAME CHAO STRATEGY MESSAGE & MEDIA BUYER NAME MICHELLE CERTO

1322 G STREET, SE SALES PRSN PH- NICK WELTE
WASHINGTON, DC 20003

ORDER # CONTRACT # 6379821 CLASS: NATL. LOCAL REGIONAL

PRDCT KISSELL FOR CONGRESS EST#1774 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT18/12 OCT24/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT17/12 09.40

REP: **REVISION

TO JILL
FR JARED
RATE REVISED ON LINES 2,3,6,7,13,15,18-20
CXL SPOT ON LINE 4
SPOT ADDED ON LINE 8
ADD TO SKED LINE 21
TOTAL SAME \$24500
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 259 AGENCY EST# = 1774
AGENCY PRODUCT CODE = 271

1			600P-630P	30		\$1,500.00	10/19	10/19	1		FRI	1
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PROGRAM : EYEWIT NWS 6
CON COM1: EYEWIT NWS 6

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT17/12 09.40
ORDER WORKSHEET HARRIS REPORT FROM STATION *** WSOE-TV ***
+DELETED+

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2		RZ	700P-730P	30		\$1,600.00	10/19	10/19	1		FRI	1
PROGRAM : INSIDE EDITION ORD COM1 : REVISED RATE CON COM1 : INSIDE EDITION												
3		RZ	700A-800A	30		\$1,075.00	10/19	10/19	1		FRI	1
PROGRAM : GD MRN AMR-ABC ORD COM1 : REVISED RATE CON COM1 : GD MRN AMR-ABC												
4		S	1000P-1100P	30		\$4,500.00	10/22	10/22	0		MON	0
PROGRAM : AVG. ALL WKS CON COM1 : AVG. ALL WKS												
5			1100P-1130P	30		\$1,200.00	10/22	10/22	1		MON	1
PROGRAM : EYEWIT NWS 11 CON COM1 : EYEWIT NWS 11												
6		RZ	600A-700A	30		\$1,175.00	10/22	10/22	1		MON	1
PROGRAM : EYE NWS DAYBRK CRD COM1 : REVISED RATE CON COM1 : EYE NWS DAYBRK												
7		RZ	700P-730P	30		\$1,600.00	10/22	10/22	1		MON	1
PROGRAM : INSIDE EDITION ORD COM1 : REVISED RATE CON COM1 : INSIDE EDITION												
8		S	700A-800A	30		\$325.00	10/20	10/20	2		SAT	2
PROGRAM : EYE NW SA MRN2 CON COM1 : EYE NW SA MRN2												
9			1100P-1135P	30		\$1,300.00	10/21	10/21	1		SUN	1
PROGRAM : EYEWIT NWS 11< CON COM1 : EYEWIT NWS 11<												

REP: TEL# 610-225-4100 FAX# 610-225-1131
CREDIT ADVISORY: AGENCY CREDIT RISK !! OCT17/12 09.40
ORDER WORKSHEET HARRIS REPORT FROM STATION *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
10			700A-800A	30		\$300.00	10/21	10/21	1		SUN	1
PROGRAM : EYE NW SU MRN2												
CON COM1 : EYE NW SU MRN2												
11			1100P-1130P	30		\$1,200.00	10/18	10/18	1		THU	1
PROGRAM : EYEWIT NWS 11												
CON COM1 : EYEWIT NWS 11												
12			600P-630P	30		\$1,500.00	10/18	10/18	1		THU	1
PROGRAM : EYEWIT NWS 6												
CON COM1 : EYEWIT NWS 6												
13			RZ 600A-700A	30		\$1,175.00	10/18	10/18	1		THU	1
PROGRAM : EYE NWS DAYBRK												
ORD COM1 : REVISED RATE												
CON COM1 : EYE NWS DAYBRK												
14			600P-630P	30		\$1,500.00	10/23	10/23	1		TUE	1
PROGRAM : EYEWIT NWS 6												
CON COM1 : EYEWIT NWS 6												
15			RZ 700A-800A	30		\$1,075.00	10/23	10/23	1		TUE	1
PROGRAM : GD MRN AMR-ABC												
ORD COM1 : REVISED RATE												
CON COM1 : GD MRN AMR-ABC												
16			1100P-1130P	30		\$1,200.00	10/24	10/24	1		WED	1
PROGRAM : EYEWIT NWS 11												
CON COM1 : EYEWIT NWS 11												
17			600P-630P	30		\$1,500.00	10/24	10/24	1		WED	1
PROGRAM : EYEWIT NWS 6												
CON COM1 : EYEWIT NWS 6												

REP HEADLINE# 6379821
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-225-4100 FAX# 610-225-1121
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM STATION OCT17/12 09.40
 RECAP *** WSOC-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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18	RZ		600A-700A	30		\$1,175.00	10/24	10/24	1		WED	1
PROGRAM : EYE NWS DAYBRK ORD COM1: REVISED RATE CON COM1: EYE NWS DAYBRK												

19	RZ		700P-730P	30		\$1,600.00	10/24	10/24	1		WED	1
PROGRAM : INSIDE EDITION ORD COM1: REVISED RATE CON COM1: INSIDE EDITION												

20	RZ		700A-800A	30		\$1,075.00	10/24	10/24	1		WED	1
PROGRAM : GD MRN AMR-ABC ORD COM1: REVISED RATE CON COM1: GD MRN AMR-ABC												

21	A		1130P-1200M	30		\$1,100.00	10/20	10/20	1		SAT	1
PROGRAM : NEWS ORD COM1: ADD. CON COM1: NEWS												

OCT/12 24500.00 CONTRACT TOTAL 24500.00
 TOTAL SPOTS 21

MARKET TOTALS \$70,000 WSOC 35% WBTW 33% WCNC 17% WCCB 12% WJZY 2% WMYT 0% WAXN 1%
 CABL 0%

SVC- NSI
 DEMOS- RA35+*
 MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE